

AGENDA ITEM _____
DATE _____

Regular Meeting
March 11, 2014

**MINUTES OF A REGULAR MEETING OF THE CASA GRANDE BOARD
OF ADJUSTMENT HELD ON TUESDAY, MARCH 11, 2014 AT 6:00
P.M. IN THE COUNCIL CHAMBERS LOCATED AT CITY HALL, 510 E.
FLORENCE BOULEVARD, CASA GRANDE, ARIZONA**

I. Call to Order and Pledge:

Chairman Garcia called the meeting to order at 6:00 p.m.

II. Roll Call:

Members Present:

Member Clarence Martin
Member Lyle Riggs
Member Charles Wright
Member Gordon Beck
Vice-Chairman Mark Zeibak
Chairman Rueben Garcia

Members Absent:

Member Harold Vangilder Excused

City Staff Present:

Paul Tice, Planning and Development Director
Leila DeMaree, Senior Planner
Duane Eitel, Traffic Engineer
Melanie Podolak, Administrative Assistant

III. Approval of Minutes:
January 14, 2014

Chairman Garcia noted two corrections on page two of the minutes.

Vice-Chairman Zeibak made a motion to approve the minutes dated January 14, 2014, as corrected. Member Beck seconded the motion. A voice call vote was called, all were in favor.

IV. Changes to the Agenda:
No changes were reported

V. New Business:

A. DSA-13-00164: Request by Brad Holyoak, AZ Sourcing, LLC, for a Temporary Use Permit to temporarily install a Phoenix Mart entry monument sign with landscaping at the NEC of Florence Blvd. /SR287 and Toltec Buttes Road.

Leila DeMaree, Senior Planner came forward to present a brief overview of the case as stated in the Staff Report. Ms. DeMaree noted that prior to the meeting she distributed a revised staff report with exhibits. She explained that the applicant had met condition number three therefore the condition was deleted and a new condition number three was added. Also, on page three of the staff report, the second paragraph was changed to read "landscape material will be a row of 24" box size trees that conform to the approved PAD"; the exhibits depict this revision. Ms. DeMaree then proceeded with her overview by giving a brief history of the project, mentioning that the Phoenix Mart has submitted an application for the Major Site Plan/Final Development Plan which is currently under review. They have also submitted a Preliminary Plat for the entire 585 acre site, but it is being revised to reflect a smaller area of the site. She stated it will take time to review and make the necessary revisions to the submitted plans, therefore the applicant is requesting to install a landmark on the site to denote the future location of their project. Ms. DeMaree stated the proposed monument sign is approximately 10 feet high, with the lettering/logo being 5 feet high. She pointed out that there will be 120 feet from the proposed right-of-way boundary to the proposed signage. Ms. DeMaree commented that staff feels the request does not impose any danger to the surrounding properties nor will it be detrimental to the community.

Member Beck questioned how many signs are being proposed with this request.

Ms. DeMaree stated four signs are being requested. Two next to the view corridor and farther to the east and west would be the logo sign.

Member Beck questioned if the signs are an "L" shape, one side being 20 feet and the other side being 60 feet, and if there is any reason why four signs are needed at this time.

Ms. DeMaree replied "yes the signs are L shaped". She stated the signs may possibly be long term once the final development plan is approved for the 585 acres, and staff feels this request is reasonable.

Member Beck asked why the applicant can not just install one sign now and then wait for the Planning and Zoning Commission to decide on the other three signs.

Ms. DeMaree stated the applicant has requested four signs.

Member Wright questioned how the signs will be illuminated.

Ms. DeMaree stated the detail for the signage will not be known until the applicant submit's their permit.

Vice-Chairman Zeibak question if the signs as proposed are in conformance with the City Code.

Ms. DeMaree replied that the signs are within conformance of the code.

Member Wright questioned if the signage of Phase Two will be a pole mount sign.

Ms. DeMaree deferred the question to the applicant.

Director Tice addressed the question by Vice-Chairman Zeibak regarding whether or not the signs comply with the City Code. He stated staff does not know if the signage complies because the Phoenix Mart Development sign regulations will be established by approval of their Comprehensive Sign Plan which will be heard by the Planning Commission per their Zoning approval. Director Tice stated the signage regulations for this development have not been established.

Ms. DeMaree noted that the applicant does have conceptual signage approved within the Planned Area Development (PAD).

Director Tice stated that the Comprehensive Sign Plan has not been approved yet, so if the Board was to approve this request tonight, and the Planning Commission in approving the Comprehensive Sign Plan approved signs that were different, then these signs will be taken down and the new conforming signs will be constructed. He concluded by stating that the signage standards for the Phoenix Mart Development have not been officially adopted.

Member Wright questioned if the Phoenix Mart Comprehensive Sign Plan will be more or less restrictive than the City Sign Plan.

Director Tice explained that the Comprehensive Sign Plan for any development is allowed to propose development standards that may not be allowed under our standard sign code. He then mentioned that if this request is granted it is only good for a maximum of two years; the signs are "at risk" and can not become permanent unless the Comprehensive Sign Plan allows this type of sign to be constructed.

Member Beck questioned if the Planning Commission would be more willing to accept the signs just because they are already constructed.

Director Tice stated the applicant has requested the signage to create a sense of place and arrival for their project. He then addressed Member Beck's concern that Commission would be more willing to approve the signs because they were already constructed by stating that perhaps the Planning Commission reviews the signs and feel they look fine given the scale of this development. Director Tice stated the Planning Commission would not feel they had to approve the signs because they were already constructed. He commented that there is no commitment by anyone that we are taking the prerogative from the Planning Commission to approve or deny the Comprehensive

Sign Plan.

Member Riggs questioned condition number one, and if there is criteria that will be used to determine whether or not the TUP should be extended another year.

Director Tice stated the applicant will have to "show cause"; they will have to make a good faith effort to move forward.

Chairman Garcia made a call to the applicant to come forward.

Brad Holyoak, representative for the Phoenix Mart Development, came forward to address the Board. Mr. Holyoak stated their intention is to submit for their building permit in May. They have identified several components of the overall project they could approach prior to obtaining the permit, knowing it will be an "at risk" basis. They are excited to show progress by identifying where their site is located. The front entry way will ultimately provide the gateway to the project. Mr. Holyoak mentioned this request is for a temporary use, but their intent is that this design and installation ultimately be their permanent entry, landscape and signage design. He stated they are moving forward with their Comprehensive Sign Plan as well as their Final Landscape Plan. Mr. Holyoak noted that if approval for this request is granted, they will submit for an "at risk" grading plan by the end of the week, which will allow them to start grading the dirt to the levels shown on the plans, then the following week they will submit for the building permit that will allow them to construct "at risk" the signage and landscape. Eventually they would like to identify other portions of the project they could start at an "at risk" fashion; such as mass grading for some of the roads and buildings. He mentioned that by May to mid-summer they anticipate having a full building permit allowing them to move forward with the installation of the infrastructure, final work on the roadways, the pad work under the main part of the mart, and then the building itself. Mr. Holyoak stated their ultimate goal is to be completed by next year.

Member Wright asked Mr. Holyoak under what sign code and/or ordinance they designed their signage and landscaping to.

Mr. Holyoak replied they worked with city staff, and used the Phoenix Marts conceptual signage plan in their PAD that was preliminary approved with stipulations. He commented they generally tried to make sure these signs conformed to their conceptual sign plan.

Vice-Chairman Zeibak questioned if the turning lanes have been considered when designing the sign and landscape plans for this location.

Mr. Holyoak stated the Arizona Department of Transportation (ADOT) has not approved their Traffic Impact Analysis (TIA), however they developed the TIA in conjunction with ADOT's and their own Traffic Engineer's advice, and feel enough future right-of-way has been provided. He commented that they realize they are at risk, and will adjust their site plan to conform to the guidelines.

Member Martin questioned if the north side of Florence Boulevard will be curbed with a sidewalk.

Mr. Holyoak replied it will conform to ADOT's standards, but in a meeting with ADOT a few weeks ago and they informed them that their standard is not to provide a walkway on the side of their highway. He did state the road will be curbed and landscaped.

Member Beck questioned if any steps are being taken to make sure the signage is stable because the original drawing is showing the signs at an angle and "L" shaped.

Mr. Holyoak stated the signs will be constructed in towards the entry points, and the building permits will be submitted with the foundation and structural plans necessary. City staff will determine if the sign plans are appropriate or not.

Member Wright questioned if the 120 feet easement will be sufficient for ADOT's needs.

Director Tice stated that the applicant is dedicating 37 feet of right-of-way, along with an additional 26 feet for landscaping, and 80 feet for the drainage easement. He commented there is substantial area to shift things if ADOT decides they need additional right-of-way.

Chairman Garcia made a call to the public.

Richard Sauppe, 975 E Lincolnwood Circle, came forward to address the Board. Mr. Sauppe questioned the lighting and if the lights will be on 24 hours a day.

Mr. Holyoak readdressed the Board. He stated the final lighting plan has not been designed or approved. He did note that the lettering on the sign will be eternally lit, and opaque in nature. Mr. Holyoak commented they have not considered the time period the lighting will be on or off, but they will comply with the City's Ordinance. He stated the signs will not be "obnoxiously bright".

Director Tice explained that a PAD is a Zone District that allows an applicant to propose alternative development standards including signage, lighting, set-backs, landscaping, etc. The City and the Planning Commission has ultimate veto or approval rights for the proposal. Director Tice mentioned that the City Sign and Lighting Ordinance does address that the lighting on signage shall not be direct lighting or be hazardous to traffic. These issues will be addressed when the Phoenix Mart Comprehensive Sign Plan is reviewed.

Mr. Sauppe then questioned if they are going to use solar.

Chairman Garcia stated it is not known at this time if they will be using solar.

Member Beck commented that he does not feel comfortable voting on this without the

request going before the Planning Commission first.

Member Wright made a motion to approve case DSA-13-00164 for a Temporary Use Permit to temporarily install a Phoenix Mart entry monument sign with landscaping at the NEC of Florence Boulevard/State Route 287 and Toltec Buttes Road, with revised conditions as stated below:

1. The use is approved for a period of one (1) year, which can be extended administratively for one (1) additional year, if needed.
2. Monument entry signs and landscaping shall be maintained by the property owner.
3. The minimum size of trees shall be 24" box and a species that conform to the approved PAD.

Member Riggs seconded the motion.

The following roll call vote was recorded:

| | |
|----------------------|-----|
| Member Martin | Aye |
| Member Riggs | Aye |
| Member Wright | Aye |
| Member Beck | Nay |
| Vice-Chairman Zeibak | Aye |
| Chairman Garcia | Aye |

The motion passed 5 – 1.

Director Tice reminded the Board that with the recent ordinance change in the voting, motions on a TUP only require a majority of the quorum.

VI. Call to the Public:

No comments were received

VII. Report by Planning Director:

No items were reported

VIII. Adjournment:

Member Beck motioned for adjournment, a voice call vote was called and all were in favor.

Chairman Garcia called for adjournment at 6:43 p.m.

Submitted this 18th day of March, 2014 by Melanie Podolak, Administrative Assistant to

the Casa Grande Board of Adjustment, subject to the Board's approval.

Approved this 10 day of June, 2014 by the Casa Grande Board of Adjustment.

Ruben A. Garcia
Chairman Garcia



Board of Adjustment STAFF REPORT

AGENDA

TO: CASA GRANDE BOARD OF ADJUSTMENT

FROM: Leila DeMaree, Senior Planner

MEETING DATE: March 11, 2014

SUBJECT: DSA-13-00164 – Temporary Use Permit

REQUEST

DSA-13-00164: Request by Brad Holyoak, AZ Sourcing, LLC, for a **Temporary Use Permit to install entry monument signs with landscaping located north of Florence Blvd., /SR 287 and east of Toltec Buttes Rd.** (portion of APN 401-11-009B).

STAFF RECOMMENDATION

Staff recommends the Board approves DSA-13-00164 with the following conditions:

- 1) The use is approved for a period of one (1) year, which can be extended administratively for one (1) additional year, if needed.
- 2) Monument entry signs and landscaping shall be maintained by the property owner.
- 3) **The minimum size of trees shall be 24" box and a species that conform to the approved PAD.**
- 4) ~~Prior to issuance of the Temporary Use Permit the Site Plan shall be modified to~~
 - ~~a) Reflect a cross-section illustrating the following items: existing and proposed Florence Blvd. right of way; easements; drainage canal; berming; location and height of the monument signs; natural ground level.~~
 - ~~a) Remove the pylon sign.~~

APPLICANT/OWNER

Applicant:
Phoenix Mart/Brad Holyoak
7047 E. Greenway Parkway, Suite 160
Scottsdale, AZ 85254

Property Owner:
AZSourcing, LLC
7047 E. Greenway Parkway, Suite 190,
Scottsdale, AZ 85254

OVERVIEW

The applicant submitted a Temporary Use Permit request to install the temporary entry monument signs with landscaping along the Florence Blvd. frontage of the Phoenix Mart site, see attached Primary Entry – Layout Landscape Plan L2.0. The project site is located north of Florence Boulevard and east of Toltec Buttes Road, within parcel # 401-11-009B. This property is owned by AZSourcing for the proposed Phoenix Mart development. Planning Staff has forwarded this application to the Board in accordance with Section 17.68.210.I. of the Casa Grande City Code (See below), since this entry monument signs with landscaping request are not listed as specific temporary use that can be considered by staff administratively.

17.68.210 In general.

Uses permitted subject to special temporary use permit are those temporary uses which are required for the proper function of the community or are temporarily required in the process of establishing a permitted use, or constructing a public facility. Such uses shall be so conducted that they will not be detrimental in any way to the surrounding properties or to the community. Uses permitted subject to a special temporary use permit may include:

- A. *Christmas tree sales;*
- B. *Carnivals, circuses, special events of not over seventy-two consecutive hours;*
- C. *Garage sales (limited to sixty consecutive hours);*
- D. *Parking and storage of earth moving or construction equipment;*
- E. *Storage of materials incidental to the carrying on of a public works project, subdivision or construction project;*
- F. *Tent revival meetings;*
- G. *Tract home or lot sales office;*
- H. *Construction - garage or shed for subdivision construction;*
- I. **Such other uses as the board may, by resolution, deem to be within the intent and purpose of this section.**

PROJECT DESCRIPTION

The temporary use area is just less than seven (7) acres in area. It is the proposed site for the future main entrances to the Phoenix Mart Development along Florence Boulevard. This request does not include the construction of the main entrance roads to the Phoenix Mart site as that will occur later after approval of the Final Subdivision Plat and Public Improvement Permit.

The property owner wishes to establish a "landmark", to help identify the location of the

Phoenix Mart project for their investors, and the public, while the planning and permitting applications that will allow formal construction to proceed are being processed. The Temporary Use Permit process would allow this to occur with approval from the Board of Adjustment in accordance with the provisions of Section 17.68.210. I.

The landmark includes the monument signs and landscaping. The proposed monument signs are 10' tall and 60' wide. It will be made of CMU wall with Phoenix Mart Icon logo and letters. The Phoenix Mart lettering will be five (5') feet tall spaced across the CMU wall face. ~~Landscape materials will be a row of 36" box Cathedral Oak trees followed by Sour Orange shrubs that are 24" box sizes trees that conform to the approved~~ **PAD.** These trees are lined up just behind the monument signs. The berm will be covered with turf and outlined with concrete hedges. The signs and landscape areas are slightly elevated on a berm for better visibility of the public. These are setback away from the highway about 120' from the edge of the Florence Blvd/ SR 287 right of way.

The signs and landscaping will remain temporary in place for a period of one (1) year subject to renewal of the TUP for time extension until a permanent signs and landscaping are installed.

A Comprehensive Sign Plan is required to be reviewed and approved by the Planning and Zoning Commission prior to the construction of permanent signage for the Phoenix Mart. If the Comprehensive Sign Plan allows the type of signs constructed under the Temporary Use Permit then these signs will be left in place and permitted as permanent signage. If the monument wall signs installed with this Temporary Use Permit are not approved with the Comprehensive Sign Plan they will be removed or otherwise modified to comply with the requirements of the Comprehensive Sign Plan.

A Final Landscape Plan is also being processed for the Phoenix Mart development that includes the Florence Blvd. frontage, the streets leading from Florence Blvd. to the Phoenix Mart site and the landscaping around the Phoenix Mart building itself. The landscaping installed with this Temporary Use Permit will be revised, expanded and enhanced to comply with the requirements of the Final Landscape Plan once that plan has been formally approved in conjunction with the street, building and parking lot construction.

Site and Surrounding Area Land Use and Zoning

| Direction | General Plan Designation | Existing Zoning | Current Uses |
|-----------|------------------------------|-----------------------------------------|--------------|
| Site | <i>Commerce and Business</i> | Phoenix Mart PAD | Vacant land |
| North | <i>Commerce and Business</i> | Phoenix Mart PAD | Vacant land |
| East | <i>Commerce and Business</i> | Phoenix Mart PAD | Vacant land |
| South | <i>Neighborhoods</i> | Florence Blvd. then County Jurisdiction | Vacant land |

| | | | |
|-------------|------------------------------|------------------|-------------|
| West | <i>Commerce and Business</i> | Phoenix Mart PAD | Vacant land |
|-------------|------------------------------|------------------|-------------|

Overview

Signage and landscaping are permitted uses within the proposed Phoenix Mart development. However, submittal of a Comprehensive Sign Plan is still required for review and approval by the Planning and Zoning Commission for the proposed site. This Comprehensive Sign Plan will serve as the guide for all future sign permit applications related to the Phoenix Mart project. As various planning applications are still being reviewed and processed, the applicant wishes to establish a small area within the site to help pinpoint where the Phoenix Mart development site is located.

The Temporary Use Permit process can allow a site to be improved temporarily. An example of this is that of a subdivision model homes and sales offices wherein parking, signages and landscaping are provided for marketing purposes. Once all the lots in the subdivision are sold out, the temporary use permit for the model homes and sales office are then removed and the office within the model home will be converted back to the original floor plan of the residential unit. This request has the same concept with the model home and sales office. The monument signs with landscaping are temporary uses until such time that a permanent signage and landscaping can be approved and installed.

PUBLIC NOTIFICATION/COMMENTS

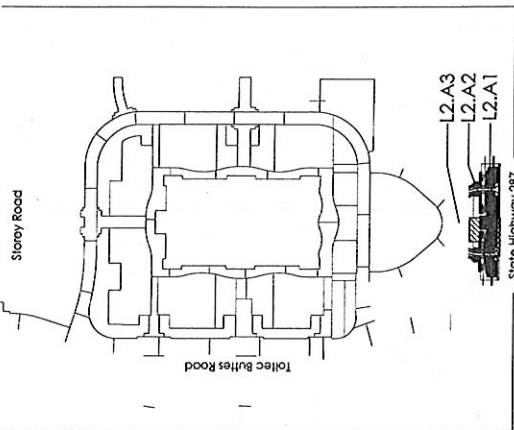
Notification

Public hearing notification efforts for this request meet and exceed those requirements set out by City Code. They include:

- A notice of time, date, place, and purpose of the public hearing was published in the Casa Grande Dispatch on February 21st, 2014.

Exhibits

1. Primary Entry – Layout Landscape Plan L2.0
2. Primary Entry – Elevation L2.1b



Ph.1 Key Map

FUTURE CULVERT
(PHASE 2)
LIGHT FIXTURE
BERM

NTS

L2.A3
L2.A2
L2.A1

State Highway 287

PLANT MATERIALS LEGEND

Sym. Plant Name Size Qty

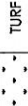
Trees



Citrus aurantium
Sour Orange

2" BOX 46 AS HEDGE

MASS PLANTING / INERTS



TURF

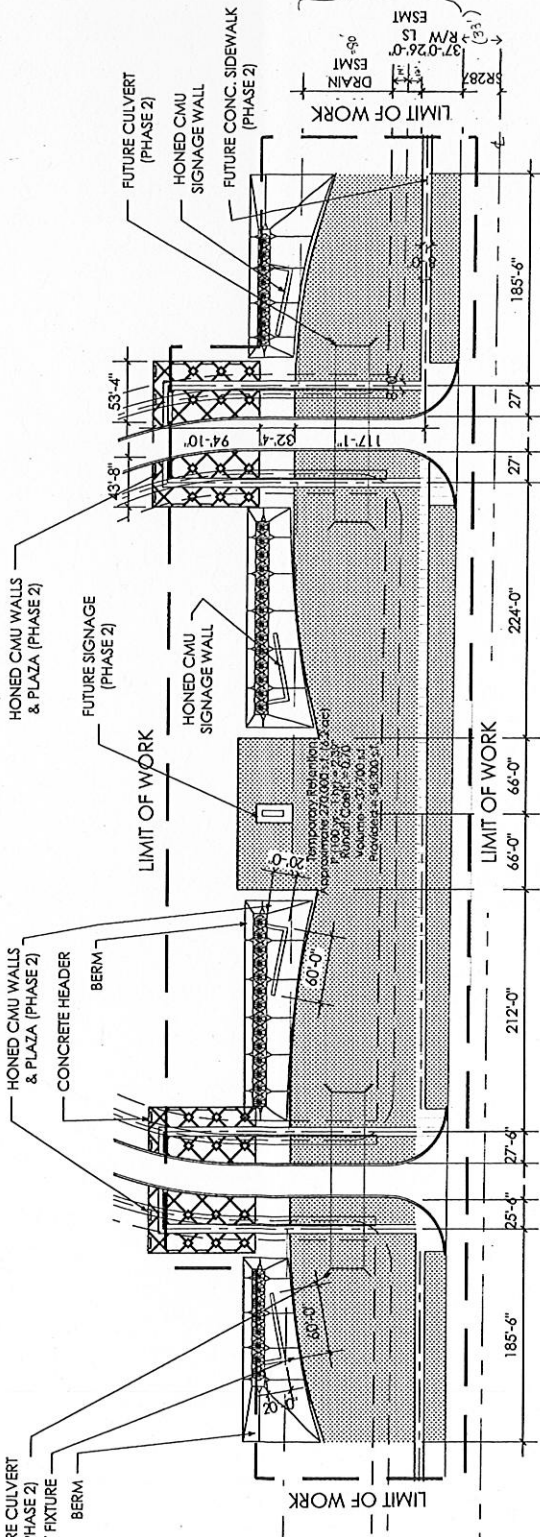


DECOMPOSED GRANITE

PHOENIX MART
Primary Entry
CASA GRANDE, ARIZONA

02/20/2014

GREEN PICKETT
LANDSCAPE ARCHITECTS
1700 N. CENTRAL EXPRESSWAY, SUITE 100
PHOENIX, ARIZONA 85004
TEL: 602.495.1111 FAX: 602.495.1112



STATE HIGHWAY 287

PRIMARY ENTRY - LAYOUT LANDSCAPE PLAN L2.0

Scale: 1" = 100'-0"



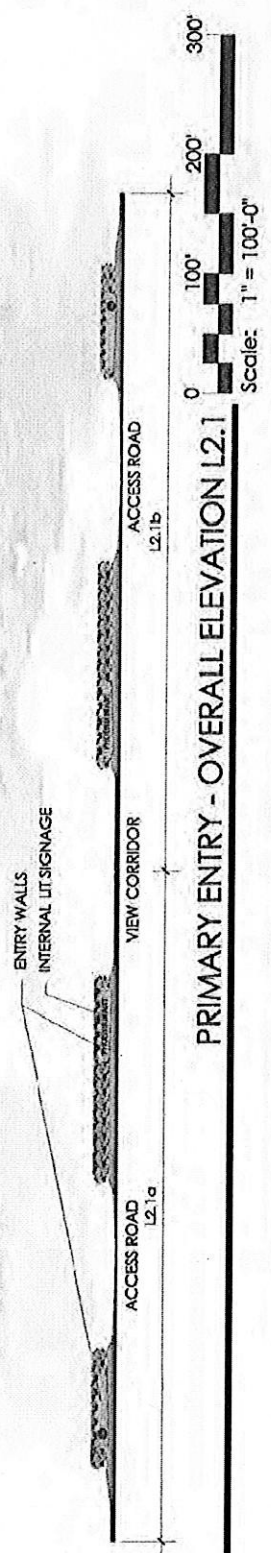
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LAYOUT/PLANTING
L2.0
01 of 02

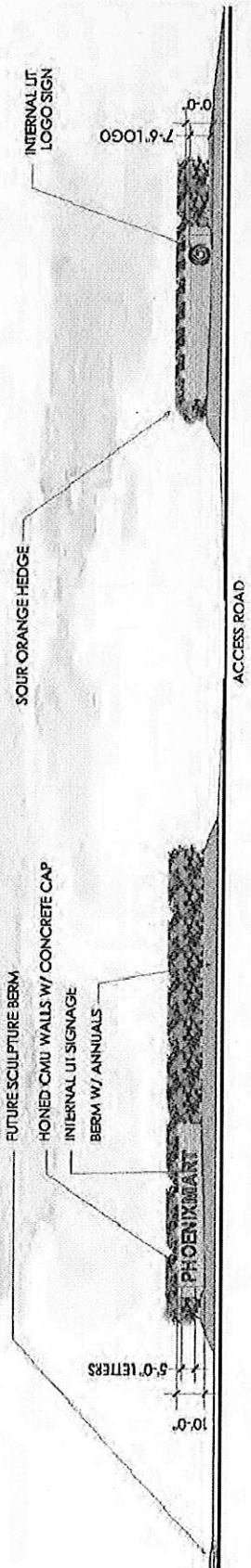
Project #
A2000
Scale
1" = 100'-0"
Date
02/20/2014
Drawn by
TEAM
Reviewed by
TEAM

02/20/2014

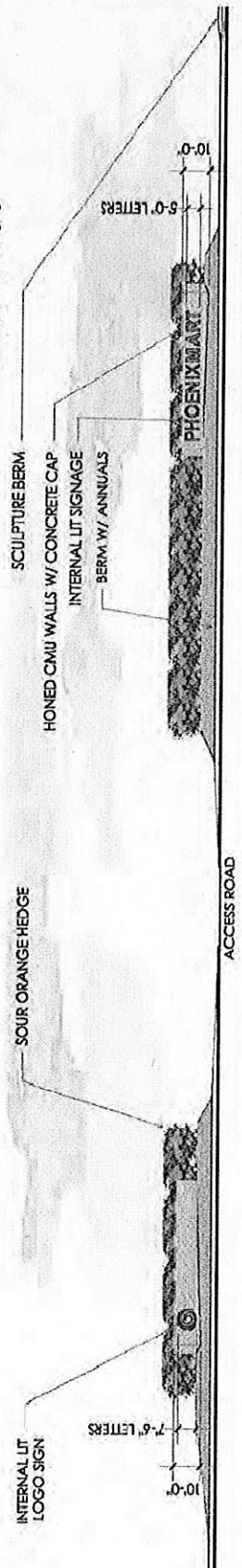
PHOENIX MART
 Primary Entry
 CASA GRANDE, ARIZONA



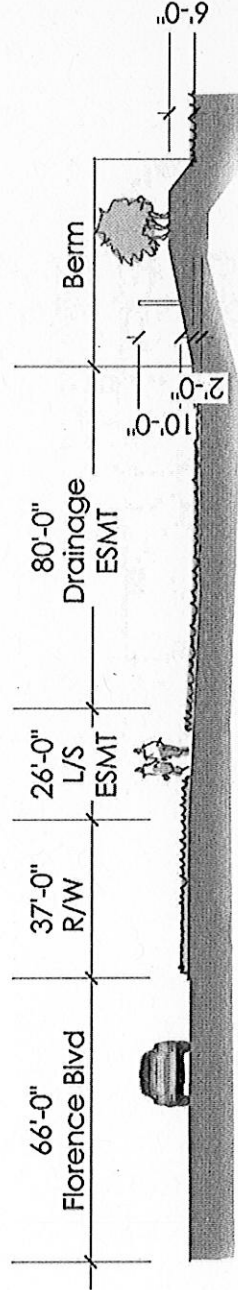
PRIMARY ENTRY - OVERALL ELEVATION L2.1



PRIMARY ENTRY - ELEVATION - EAST SIDE L2.1a



PRIMARY ENTRY - ELEVATION - WEST SIDE L2.1b



PRIMARY ENTRY - SECTION

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L2.3
 02 of 02
 LAYOUT/PLANTING
 DRAWN BY: TEAM
 CHECKED BY: TEAM
 REVIEWED BY: TEAM
 DATE: 4/20/2014
 PROJECT: CASA GRANDE, ARIZONA
 DRAWING NO: 4/20/2014

PHOENIX MART
 Primary Entry
 CASA GRANDE, ARIZONA

02/20/2014



GREGORY PICKETT
 12129
 STATE OF ARIZONA
 PROFESSIONAL ENGINEER